

SRS

Office of Information Technology Services

Standard 3401.04

Effective Date:

Revised: 06/17/2002, 10/07/2002, 01/21/2005, 07/20/2005, 1/19/2011

1.0 SUBJECT: Web Standards

2.0 DISTRIBUTION: All Information Technology Services Employees

3.0 FROM: Director of Information Technology Services

4.0 PURPOSE: To establish and document standards for all web sites and web applications (internal and external) that will guide developers on making them usable and accessible.

5.0 BACKGROUND: SRS has a public internet, an extranet collaboration portal and an internal web presence. These websites are managed by the various business areas who are owners of the sites. The public website is owned and managed by the Office of Communications. The extranet collaboration portal is managed by the site owners of the various sites, and the intranet site is managed by the web unit in ITS in partnership with the business areas who own the content. In addition the agency has developed and is developing web applications and contracting for purchase of web based applications. This standard sets forth the guidelines and specifications for all of those websites and web applications.

6.0 DEFINITIONS:

6.1 Branding: The public website has specific branding that was developed using the state branding standards <https://www.kansasbrand.com/toolkit/index.cfm> and approved by the office of communications. This branding is to be used for the public website and its subsites. The collaboration portal has prescribed layouts that were designed for accessibility and usability. The Intranet has designated templates that are to be used for subsites. Web applications have latitude in design as long as the state branding standards are considered, and the agency logos are used as prescribed by the Office of Communications.

6.2 Page Title: Title of the page specific to the page content/topic. Appears in the upper left corner of the browser window and also appears in the search results list.

6.3 Master Pages and Page Layouts: : These are the set of pages from which all other pages on a site are to be built. They contain the main site elements such as the banner area, search feature, global navigation and placeholders for a site navigation and content areas.

6.4 Extranet – A website (SharePoint Collaboration Portal – SRSShare.srs.ks.gov) that allows external users such as business partners access to information based on user rights and authentication.

6.5 Intranet Site – The SRS Internal website (<http://srsnet.srs.ks.gov>) meant for use by staff.

6.6 Absolute Link – a link (a href) that includes the full url of the page you are linking to for example: <http://www.srs.ks.gov>

6.7 Relative Link – a link (a href) that includes only the portion of the url that is relative to the location of the file it is being called from without the domain name. For example instead of

6.8 Fully Qualified Domain Name:

When using absolute links to sites such as the SRSNet it is important to use the FQDN such as <http://srsnet.srs.ks.gov> instead of the alias of <http://srsnet>.

6.9 Meta Data – Information about a page or document such as description, keywords, content type, author, character set, etc., that can be used by a search engine and indexing software.

6.10 CSS – Cascading Style Sheets is the coding used to affect the presentation of web pages. This technology uses it's own syntax to define styles for elements on a web page.

6.11 Graceful Degradation - to make a web site accessible to any device (pc, laptop, mobile device), and to provide features as allowed by those devices, with expanded features for more capable devices, and limited features for limited or text only devices.

7.0 STANDARD:

7.1 This section will expand on the various aspects of a web page or web based application for deployment to either the public or the agency internal/stakeholder audience.

The following details will conform across all web pages and web applications:

7.1.1 Page Navigation

Page Navigation mechanisms (i.e. dropdown boxes, menus, hot spots, hyperlinks, etc.) will be consistent in size and appearance and in the same location through all pages in the website or web application.

"Skip Navigation" scripting will be included for each standard navigation group to meet accessibility guidelines. Example: ``

7.1.2 Linking Strategies

Use relative links unless linking to a non-SRS page.

Relative Links:

Internet link to file in same directory – relative referencing

Internet link with file in different directory – relative referencing

Intranet link within agency intranet to insure access by intranet and extranet staff
See information about Fully Qualified Domain Names in 6.8.

Example: Absolute Links:

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<a  
href="http://www.srs.ks.gov/agency/css/Pages/default.aspx">  
</a>
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7.1.3 Use of Standard SRS Templates

All web pages developed for SRS (internal and external) will utilize the SRS Standard Templates and layouts. Templates, layouts, and instructions can be found on the Resources for Web Developers page: <http://srsnet.srs.ks.gov/webhelp/Default.asp>.

7.1.4 Coding Standards

Pages should be coded to comply with HTML v4 and CSS v2 and contain a declaration for document type and code rendering information for browsers. Deprecated html elements should be avoided. (see w3c site for more information www.w3.org/TR/html4/index/elements.html)

Examples: <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd"> or <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">

7.1.5 Browser and Resolution Standards

All websites and web applications that are intended for public or extranet audiences will be browser independent. Web sites and applications should be tested in multiple browsers, particularly: Internet Explorer (v7 & v8) Firefox (v3), Safari (v5), Google Chrome (v7), and Opera (v10). Pages should be readable to a minimum resolution of 800 x 600 (for reference see http://www.useit.com/alertbox/screen_resolution.html) without having to scroll horizontally.

7.1.6 Graceful Degradation – Mobile Devices

Pages should be built to allow for viewing by multiple devices without significant loss of intended meaning or function. Page flow should linearize and content should remain in top down, left to right order.

7.1.7 Accessibility (ADA Compliance)

All websites and web applications for SRS must meet the State of Kansas ITEC Policy 1210
(<http://da.ks.gov/kito/itec/Policies/itecitpolicy1210.htm>) which incorporates the the Web Content Accessibility Guidelines (WCAG V2) and Section 508 accessibility guidelines. Websites/web-applications will be tested for accessibility before being placed in production by the testing team which will include but is not limited to testing using a screen reader (JAWS). For guidance on implementing the WCAG go to <http://webaim.org/standards/wcag/checklist>.

7.1.8 Cascading Style Sheets

Cascading Style Sheets (CSS) will be used for the visual display of the site and for site layout, and style sheets will be linked from the layouts or templates instead of being embedded.

Pages presented will have the style elements and necessary information to meet the usability and browser levels set in this standard. (Section 7.1.5)

7.1.9 Link Colors and Underscores

Link colors for the various states of a link (active, hover, and visited) will be defined in the style sheets for a site and designed so that the visited color is easily distinguishable from the active

and hover colors. Underlining of text is reserved for links only.

7.1.10 Good Navigational Support

The website or web application will use the logo for the site positioned in the top left of the page as a link back to the home page for the site on all pages. If the website has distinct areas the pages belonging to those distinct areas will be easily identified by common elements. WCAG 1.3.2 Priority Level A. The reading and navigation order (determined by code order) is logical and intuitive.

The website or web application shall incorporate consistent navigation within each page to support user access, orientation, & activity completion within the site or application. These efforts will work to fulfill concepts such as "no wrong door" & "skip navigation". (Section 7.1.1)

7.1.11 Page Layout

It is crucial to put important content on the page so that it will be easily visible without a page scroll. Pages should not scroll horizontally and should ideally be no more than 3 vertical scrolls in length. For reference see <http://www.useit.com/alertbox/20050711.html>.

7.1.12 Approval of Content

All pages on the public website go through a publishing and approval cycle and must have final approval by the Office of Communications. Intranet content, though not in an approval workflow should be posted to the site only after review and approval by supervisory/management staff at the region/division/hospital level.

7.1.13 Content

All web content should be kept accurate and up-to-date. Duplication of information should be avoided.

7.1.14 Alt tags for Images

Alt tags should be short and descriptive to relay information about the object. Alt tags should be used for all graphics. If a

longer description is needed, such as for a graphic of a chart, the details should be put in a linked text (description) file. The universal designation of a linked "D" should be used to indicate that a description file exists.

7.1.15 Text for Multimedia

The narrative (text version) for each video or audio clip must be posted at the same time that the multimedia file is posted.

7.1.16 Confidentiality - There should be no personally identifiable information used on any web application that is not secured via a password or logon and encrypted.

7.2 File Names and File Titles

File names should be in lower case and utilize a - (hyphen) or _ (underscore) for spacing in the document name instead of a space. (Recommendation of 25 characters or less.) File Titles should be concise and relay a good description of the file

7.3 Directory Structure

Directory Structure for sites should be given careful consideration and planning in an attempt to make things easy to find and to keep things from being too many levels deep on the site(s). SharePoint has a path/file name limit of 250 characters.

7.4 Performance

The web site/web application will be tested for performance on different connection speeds and methods including mobile devices.

7.7 Plug-ins/Active X Controllers

For content requiring a plug-in, provide a link to the plug-in for install/download. It is a good idea to limit the use of plug-ins required to only the ones that are most commonly used for the web such as windows media, Acrobat Reader, Flash, Active X, and Java. See 8.1.5. Provide an alternate means of getting the information that does not require the plug-in. (Example: if you have a recorded message on

your pages that needs windows media player, you must provide a text version of that audio recording.)

7.8 Pop-ups

Pop-ups that launch automatically or by preset cookies used for advertisement or other promotions are not authorized for internal or external sites/applications.

7.9 Browser Requirement

When designing web pages and web applications it is important they be designed as browser independent as possible. Because there is no standard browser for the public, public web pages and applications should be written to be browser neutral and should still display in a reasonable manner on devices that do not support style elements. The order of the information should be the same in text only mode as users would read it in a fully functional browser.

8. Cancellation: None

9. Review:

10. Contact Person:

Web Unit Supervisor
503 S. Kansas, Topeka, Ks 66606